

# REQUEST FOR INFORMATION FOR AFFINITY CARD PROGRAMS

Office of the Vermont State Treasurer

March 17, 2009

## **Purpose**

The Vermont State Treasurer's Office issues this Request for Information (RFI) in order to gather information on affinity card programs. The Vermont State Treasurer's Office is seeking information such as an overview of affinity card programs, historical experience of operating results for existing programs, operational practices, policies and procedures as they relate to affinity card programs, and descriptions of the advantages and benefits which the State of Vermont might realize by further negotiations and final contract.

This RFI is meant to solicit information that may be used in developing a Request for Proposals (RFP) and is NOT a request for bids. No contract will result directly from the RFI process.

## **Background**

The Ways and Means committee of the Vermont House of Representatives has formed a research committee to gather this information as part of its review of proposed legislation. The research committee has asked the Office of the Vermont State Treasurer to gather information, including the information requested in this RFI.

Any future opportunity to bid for affinity card services shall be contingent upon, among other factors, presentation of a financing opportunity that is judged favorably by the research committee that includes legislative and treasury staff members, and ultimately upon State legislative approval. The responses to this RFI will be used to determine, in part, whether procurement of additional services, including possible issuance of a Request for Proposals (RFP), should take place. There are no guarantees that any such opportunity will develop and/or receive the appropriate approvals.

## **Requirements**

The submission requirements for the RFI are detailed below. Please submit two (2) printed copies of your response to the contact listed below. Please mark your responses clearly with "REQUEST FOR INFORMATION RESPONSE – Affinity Card Programs.

Responses to the RFI should contain the following information:

- An overview of affinity card programs
- Historical experience of operating results for existing programs
- Information on the advantages and benefits which the State of Vermont might realize by further adopting an affinity card program
- Operational practices, policies and procedures, of typical affinity card programs
- Industry best practices for affinity card programs related to issuance, billing, service charges, fees, and collections
- Processing and interchange fee structure standards for affinity cards
- How and by whom affinity card programs may be marketed and recommendations as to possible populations for a state affinity card program.
- Potential to issue a single card, or a variety of cards under one affinity program, and how this is managed

- Information on other states or governmental entities that have active affinity card programs, or enabling legislation in place but have not launched a program
- Other information you believe would be useful to the State of Vermont in reviewing the possibility of a State affinity card program

### **Contact Information and Submission of Responses to this RFI**

Please direct any questions on this RFI to John Booth, Director of Treasury Operations (contact information below – Please use email for questions, and include “Affinity card RFI” in the subject line).

Please submit two printed copies, and one PDF copy on CD-ROM, of your response to this RFI to:

John T. Booth, Jr.  
Director of Treasury Operations  
Office of the Vermont State Treasurer  
109 State Street – Floor 4  
Montpelier, VT 05609-6200  
Phone: 802-828-1258  
e-mail: John.Booth@state.vt.us

**RESPONSE DUE DATE:** Wednesday March 25, 2009

Responses should be delivered by the due date in “hard copy” form; faxes and e-mails are not acceptable. Please mark your responses clearly with “REQUEST FOR INFORMATION RESPONSE – Affinity Card Programs